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Reg. No. : .....

Name : .....

Sixth Semester B.A. Degree Examination, March 2020.

First Degree Programme under CBCSS

English Language and Literature

Core Course – XIII

EN 1643 – ENGLISH FOR THE MEDIA

(2013 Admission onwards)

Time : 3 Hours Max. Marks : 80

I. Answer **all** questions each in a word or sentence

1. What are called 'main-stream media'?
2. Define 'headline'
3. Explain the term 'debriefing'
4. Define 'pre-teach vocabulary'
5. What is 'e-writing'?
6. Explain the term, 'house style'.
7. Who is a copywriter?
8. Explain the term 'voice-over'
9. What are 'editorials'?
10. What is the relevance of 'log line'?

(10 × 1 = 10 Marks)

P.T.O.

II. Answer **any eight** each in a short paragraph not exceeding 50 words.

11. Comment on the nature and characteristics of visual media.

12. Write a brief note on the skills required for conducting a good interview for a newspaper.

13. Explain the significance of cover lines in magazines.

14. Briefly explain the terminology 'script writing'

15. Comment on the use of formal/conversational language in TV programmes

16. What are the important elements of a good film review?

17. Explain the term 'search engine optimization'.

18. Comment on the nature of the language used in a good blog.

19. Discuss the various aspects involved in writing news for the web.

20. Comment on the significance of subheads in advertisements.

21. Explain the importance of music in advertisements.

22. What are the essential differences between a TV advertisements and a radio advertisements?

(8 × 2 = 16 Marks)

III. Answer **any six** each in a paragraph not exceeding 100 words.

23. Discuss in detail the significance of media convergence.

24. Explain the term broadcast

25. Comment on the introduction of different genres of music in radio programmes.

26. Discuss the use of language in film.

27. Comment on the significance of news-based websites

28. Make an attempt to create slogans for advertisements that sell: mobile phone, sun glasses, refrigerator.

29. How does film impact society?

30. Comment on the importance of photographs in magazines.

31. Write a brief note on the language of newspaper.

(6 × 4 = 24 Marks)

IV. Answer **any two** each in about three hundred words.

32. Problematize the political ideologies of newspapers.

33. What are the various processes involved in editing a TV documentary?

34. Explain in detail the important elements of advertising.

35. Attempt an essay on the various aspects involved in writing for the social media.

(2 × 15 = 30 Marks)